

# the Newsletter



Winter 2003 **STAT USA®**

## The New Face of STAT-USA

I am very pleased to introduce myself as the new Director of STAT-USA. Although new to this particular position, I am not new to STAT-USA. I am one of the original staff members, and over the last nine years, I've held several positions within the organization from Operations to Marketing to Customer Service. I am very excited to now have the opportunity as Director and to share with you my vision and goals for STAT-USA.

Throughout the years, STAT-USA has continued to fill an increasingly important role at the U.S. Department of Commerce, as we are still the only government agency that provides essential Federal government-wide information for American businesses and exporters. This is a role I take very seriously, as we continue to develop new products as well as enhance our existing ones in an effort to better serve the general public.

Our signature service, STAT-USA/Internet, is considered America's most extensive Federal site devoted to business, trade, and economic information. Our other two online services, USA Trade Online and EuroTradeOnline, provide complementary information on imports/exports that is not as accessible anywhere else.

We have continued to work hard on providing customers with these valuable data through innovative alternative methods. With our **Syndicate USA** service, we proactively

### Learn more about our products and services online!

#### **STAT-USA®/Internet™**

Our flagship service, STAT-USA/Internet contains all of the information available on the National Trade Data Bank (NTDB)® as well as U.S. economic releases.

#### **USA Trade® Online**

Delivers the most current U.S. merchandise trade data available within minutes of its release.

#### **EuroTrade Online™**

A wonderful complement to USA Trade Online, this service offers export and import trade data from Eurostat, the official European statistical agency.



**New Director of STAT-USA, Dr. Forrest B. Williams**

transmit the files in our database directly to customers' computers and ftp sites. For example, some customers requested to receive reports such as the Current Industrial Reports or the Selected Interest Rates delivered to their desktop as soon as they are updated and available.

STAT-USA has expanded support for our information products as in other ways. Customers have consistently told us that training enhances the use of our services. With that in mind, we have recently upgraded our training for all three Web sites, and in conjunction with the Government Printing Office, produced a new on-line manual for STAT-USA/Internet and USA Trade Online. Training sessions are available upon request at our Washington, DC office, and we are in the process of launching a new initiative that will finally allow for STAT-USA to provide training all over the country (*see page 3 for more details about the new training initiative.*)

We have also taken several steps to provide curriculum support to enhance the use of STAT-USA by professors and students. We recently published the **STAT-USA/Internet Companion to International Business**, a valuable tool for international marketing classes or related courses. However, we have not forgotten our obligation to assist American businesses.

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**check out [www.stat-usa.org](http://www.stat-usa.org)**

## STAT-USA Wants To Hear From You!

Over the years, STAT-USA has prided itself on exceptional customer service. Customer service is the very backbone of what this organization is founded on, and it is our goal to continue to excel in this area. So to that end, STAT-USA wants to hear from you.

We are in the process of conducting **focus groups** throughout the country over the next few months to hear from you, our customers. We want to know the things you love, and even the things you may not love about STAT-USA and its products. It's your chance to sit down face to face with STAT-USA representatives and give us a piece of your mind.

To get things started, STAT-USA has already organized a focus group for the Washington, DC area for **May 2nd** at our headquarters at the U.S. Department of Commerce. If you are interested in attending the Washington, DC focus group or a future one, please, send us an email with **"FOCUS GROUP"** in the subject line to **statmail@esa.doc.gov**. Make sure your email contains the following information:

**Name**  
**Userid**  
**Organization (if applicable)**  
**Daytime Phone Number**  
**City, State**

STAT-USA will take the top two locations from responses and set up focus groups there. Notices will be posted on STAT-USA/Internet under "What's New?" at <http://www.stat-usa.gov> with details about the dates and specific times and locations. All who inquire will receive email and telephone notification as well.

## Current Industrial Reports on Demand!

STAT-USA now delivers **Current Industrial Reports** (CIRs) right to your desktop, and it's faster than ever! The new CIR service will allow you, the customer, the ability to choose the specific information you want, how often you want it, and how you want it delivered, all for an amount that will appeal to your economic senses!

### What is a CIR?

A CIR is a survey that measures manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods, with the primary objective being to provide accurate data on production and shipments of the products from each selected area. Conducted by the U.S. Bureau of the Census since 1904, CIRs are an invaluable tool for forecasting, e-policy needs, and market analysis!

### How To Get Them?

CIRs are updated monthly, quarterly and annually and are categorized by either Subject or by Subsector. STAT-USA offers flexible packages depending on your business needs. You would then decide if you would like your reports delivered by cd-rom or FTP. It's up to you!

### Wanna Know More?

For more information about the CIR program (*including a free price quote*), or on how to obtain individual reports via the internet, contact **Dee Atwell** at **202-482-2860**, or send her an email with **"CIR PROGRAM"** in the subject line to **dee.atwell@esa.doc.gov**

# Wanna Go to the Head of the Class?

## Let STAT-USA Be Your Teacher!

STAT-USA can now offer training sessions to anyone in the country! For a moderate fee, that covers the cost of travel expenses and materials only, STAT-USA is now equipped to provide training to those who request it.

### ·Package A: One Day Session

Covers a basic overview of STAT-USA/Internet and USA Trade Online. The class lasts approximately 4 hours.

### ·Package B: Two Day Session

Day one will feature a STAT-USA/Internet workshop complete with exercises, advanced searching techniques, and database exploration. Day two will feature a USA Trade Online workshop complete with exercises, instruction on building complex and detailed reports, with tips on how to incorporate the data into a report.

### ·Package C: Three Day Session

Days one and two are identical to Package B. Day three will focus on how to incorporate STAT-USA products into a class environment, and will also provide a special "sneak peek" at EuroTrade Online.

All packages will include hard copies of the STAT-USA/Internet Companion Guide and a certificate of training. Additionally, Packages B and C offer all participants a special gift. STAT-USA will still offer free trainings on site in Washington, DC, for groups of 10 or less.

If you've already got a group together or are interested in obtaining further information, please email us at [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov) or call our offices directly at **202-482-1986 (1-800-STAT-USA)**.

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This year we want to expand our outreach to the business community by providing our services through new venues. Although we have long had a number of public libraries as customers, we are negotiating with a number of trade and business associations so that they can provide access to our Web sites to their membership.

At STAT-USA our focus has always been on you, the customer. Whether you're a single account holder, a site license, or part of a large consortium, we value you and your opinions. We are actively enhancing the opportunities for you to provide us feed back through a variety of media such as surveys, email, and focus groups (see page 2 for details on the focus groups).

It is an exciting time at STAT-USA, and I look forward to sharing with you all the exciting things the future holds for our organization. Please feel free to contact me directly and let us know how we are doing.



**STAT-USA Staff from left to right: Forrest Williams, Gerry Brown, Sarita Moore, Terri Long, Tanya Chen, Dee Atwell, Tahira Murphy, Randy Blumenschein, Donna Moore, Bruce Guthrie.**

*Dr. Williams joined STAT-USA in 1994, after 15 years at the U.S. Bureau of the Census. He is a recipient of the U.S. Department of Commerce Bronze Medal and in 1991, he was honored by his selection as one of the **Federal Computer Week Federal 100**. He can be reached by phone at **202-482-3429** or by email at [forrest.williams@esa.doc.gov](mailto:forrest.williams@esa.doc.gov)*

## Product Updates

**CIA World Factbook** - Available in the International Trade Library section of STAT-USA/Internet, this valuable tool is filled with country specific data.

**Quickstart Manual for STAT-USA/Internet and USA Trade Online** - STAT-USA and the Government Printing Office (GPO) have partnered to provide you with a QuickStart Manual for our two most popular online products. The manual is located on the main pages of STAT-USA/Internet

## Got A Suggestion?

Do you have an idea on how STAT-USA can improve our products and services, but you can't attend one of our focus groups? Send an email to [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov) with "**SUGGESTION**" in the subject line!

## the Newsletter

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### Director of STAT-USA

Forrest B. Williams

### Editor

Terri Long

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STAT-USA is a division of the U.S. Commerce Department's Economics and Statistics Administration.

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